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Score of 1 Report on Existing Knowledge	Score of 2 Report on Existing Knowledge with Simplistic Use of a Research Method	Score of 3 Ineffectual Argument for a New Understanding	Score of 4 Well-Supported, Articulate Argument Conveying a New Understanding	Score of 5 Rich Analysis of a New Understanding Addressing a Gap in the Research Base
• Presents an overly broad topic of inquiry. • Situates a topic of inquiry within a single perspective derived from scholarly works OR through a variety of perspectives derived from mostly non-scholarly works. • Describes a search and report process. • Summarizes or reports existing knowledge in the field of understanding pertaining to the topic of inquiry. • Generally communicates the student's ideas, although errors in grammar, discipline-specific style, and organization distract or confuse the reader. • Cites AND/OR attributes sources (in bibliography/ works cited and/or intext), with multiple errors and/or an inconsistent use of a discipline specific style.	• Presents a topic of inquiry with narrowing scope or focus, that is NOT carried through either in the method or in the overall line of reasoning. • Situates a topic of inquiry within a single perspective derived from scholarly works OR through a variety of perspectives derived from mostly non-scholarly works. • Describes a nonreplicable research method OR provides an oversimplified description of a method, with questionable alignment to the purpose of the inquiry. • Summarizes or reports existing knowledge in the field of understanding pertaining to the topic of inquiry. • Generally communicates the student's ideas, although errors in grammar, discipline-specific style, and organization distract or confuse the reader. • Cites AND/OR attributes sources (in bibliography/ works cited and/or intext), with multiple errors and/or an inconsistent use of a discipline specific style.	• Carries the focus or scope of a topic of inquiry through the method AND overall line of reasoning, even though the focus or scope might still be narrowing. • Situates a topic of inquiry within relevant scholarly works of varying perspectives, although connections to some works may be unclear • Describes a reasonably replicable research method, with questionable alignment to the purpose of the inquiry. • Conveys a new understanding or conclusion, with an underdeveloped line of reasoning OR insufficient evidence. • Competently communicates the student's ideas, although there may be some errors in grammar, discipline-specific style, and organization. • Cites AND attributes sources, using a discipline-specific style (in both bibliography/works cited AND intext), with few errors or inconsistencies.	• Focuses a topic of inquiry with clear and narrow parameters, which are addressed through the method and the conclusion. • Explicitly connects a topic of inquiry to relevant scholarly works of varying perspectives AND logically explains how the topic of inquiry addresses a gap. • Logically defends the alignment of a detailed, replicable research method to the purpose of the inquiry • Supports a new understanding or conclusion through a logically organized line of reasoning AND sufficient evidence. The limitations and/or implications, if present, of the new understanding or conclusion are oversimplified. • Competently communicates the student's ideas, although there may be some errors in grammar, discipline-specific style, and organization. • Cites AND attributes sources, with a consistent use of an appropriate discipline-specific style (in both bibliography/works cited AND intext), with few to no errors.	• Focuses a topic of inquiry with clear and narrow parameters, which are addressed through the method and the conclusion. • Explicitly connects a topic of inquiry to relevant scholarly works of varying perspectives AND logically explains how the topic of inquiry addresses a gap. • Logically defends the alignment of a detailed, replicable research method to the purpose of the inquiry. • Justifies a new understanding or conclusion through a logical progression of inquiry choices, sufficient evidence, explanation of the limitations of the conclusion, and an explanation of the implications to the community of practice. • Enhances the communication of the student's ideas through organization, use of design elements, conventions of grammar, style, mechanics, and word precision, with few to no errors. • Cites AND attributes sources, with a consistent use of an appropriate discipline-specific style (in both bibliography/works cited AND intext), with few to no errors.

Analysis of Eurocentric Beauty Standards in Vogue Cosmetic Advertisements

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Analysis of Eurocentric Beauty Standards in Vogue Cosmetic Advertisements

Advertisements Persuade Consumers. Advertisements are an effective way to impress a positive image of a product onto consumers (Paramita & Lestari 3470). This does not exclude cosmetic advertisements, which are targeted at young women. Cosmetic advertisers glamorize their products in beauty magazines to reach a wider, more receptive audience (Bai 843). Cosmetic advertisements can be broken down into three core components: the model, the product, and the product description. In advertisements, there is an opportunity for advertisers to portray Eurocentric beauty standards (EBS) in an attempt to appeal to the dominant American standard of beauty (Sekayi 475). The EBS inherent in dominant American beauty haunt young women through societal expectations regarding how they should present themselves to be seen as beautiful (Krozer & Gómez 434). This becomes a potent issue when these expectations are touched by Eurocentrism.

Cosmetics Promoting Eurocentrism. As far back as the 1930s, the idea that only white features should be catered to is prevalent. Max Factor, a popular brand among middle-class women, created advertisements that only featured foundations suited for white skin. Since these advertisements were targeted at the general public, they communicated that white skin was the most beautiful (Dootson 123). Even now, cosmetic advertisements within magazines can reflect a Eurocentric view of beauty (Hazell & Clarke 18). EBS perceive straight, long hair, small features, and white skin as more attractive than darker skin, coarse hair, and larger features, all of

which are associated with non-White communities. This extends to haircare, where advertisements from prominent brands have used advertising techniques and symbolism that portray straight hair—a feature associated with the White community—as superior. (Hazell & Clarke 18; Sayogie et al. 334). Despite these products being marketed toward all consumers, the advertisements imply that a hair texture that people of European descent have is inherently more beautiful than others.

Models in Advertising. Print magazines house ads that target young women in their most formative years regarding beauty ideals. One of the most influential types of advertisements young women are exposed to is cosmetic advertisements. In one study of adolescents and their early experiences with EBS, women of color commented on how, as teenagers, they looked up to White models in the beauty magazines they read (Currie 473). This enshrines whiteness as a fundamental feature of beauty in the minds of adolescents. Cultural standards surrounding what is considered beautiful by society affect the lives of women around the world. For American women, beauty often reflects a Eurocentric perspective which millions of American women can not adhere to (Sekayi 475). Advertisers utilize fair skin to evoke a Eurocentric image of beauty. They feature models who cater to EBS and often advertise cosmetic products to lighten skin, implying that dark skin is less beautiful (Mady et al. 82). This pattern of EBS in beauty advertisements warrants further investigation through the broader lens of an influential beauty magazine containing hundreds of advertisements where advertisers have the opportunity to use EBS to promote their products (Kopnina 369).

Product Descriptions in Cosmetic Advertising. Product descriptions beside the model and product allow cosmetic advertisers to utilize several rhetorical devices within these product descriptions to leave a positive impression on the consumer. Rhetorical devices are a key part of advertisements, allowing cosmetic advertisers the unique opportunity to promote their products as a solution to a problem and a way to reach true beauty (Kaur et al. 80). Beauty advertisements feature a specific word choice, or varied, punctuated sentence structures to increase the likelihood that the consumer will purchase the product. (Bai 843-846). Cosmetic advertisers often use the text with advertisements to address the consumer directly and emphasize exceptionality of a cosmetic product or brand (Nurhadi et al. 80).

By looking at these rhetorical devices in beauty advertisements, we can see how advertisers attempt to sway their audience or convince them of the merits of their product. Though the product description is a key part of cosmetic advertisements, existing research on rhetorical devices does not determine if those rhetorical devices advertise EBS. Cosmetic advertisers utilize the dominant standard of beauty, which often overlaps with EBS, to entice consumers (Sekayi 475). It is important to take product descriptions into account when analyzing cosmetic advertisements because advertisers can use rhetorical devices to imply EBS.

Negative Impact on Women's Mental Health. Since women of color are exposed to beauty standards that exclude their natural features throughout their entire lives, they can develop insecurities about their appearance and suffer from low self-esteem (Enriquez et al. 8). For example, Asian women are more likely to value mainstream beauty standards and experience reduced confidence due to their features not fitting into common beauty standards (Chin Evans & McConnell 163-164). This can be exacerbated by the presence of EBS in advertisements they

consume. The perpetuation of EBS in advertisements can push women of color to value light skin as a determinant of their self-worth (Thompson & Keith 354). Thompson & Keith found that "...self-esteem increases as skin becomes lighter among African American women" (Thompson & Keith 354). This demonstrates the negative effects of EBS on women of color when they are exposed to print advertisements perpetuating these beauty standards. Further research is needed about how this applies to cosmetic advertisements. These advertising techniques can lead to harmful behavior in women who do not conform to conventional standards (Krozer & Gómez 434). Increased societal pressure to fit into EBS can push women to have insecurities regarding their appearance. The desire to adhere to EBS is met by cosmetic advertisers ready to market products to vulnerable women influenced by the EBS portrayed to them by cosmetic advertisements.

Relevance. The widespread influence of beauty magazines shapes how the women who consume them view themselves. If these influential beauty magazines glorify EBS through their advertisements, then it can harm women who believe that these advertisements portray a beauty ideal that they should aspire to. A study investigating how EBS are perpetuated in cosmetic advertisements by analyzing a widely read beauty magazine over a long period of time can provide insight into the evolution of how advertisers portray beauty standards, which reflect what advertisers and, by extension, society considers to be beautiful (Kopnina 369; Paramita & Lestari 3478). Since cosmetic advertisements rely on perpetuating beauty standards to sell a product, they are ideal for analysis because their components can visually illustrate EBS. (Paramita and Lestari, 3478).

Gap. Young women are constantly exposed to cosmetic advertisements convincing them to purchase a product in the pursuit of beauty. Advertisers tailor each advertising component using what society perceives as beautiful, which often overlaps with Eurocentrism (Paramita & Lestari 3470). In studies focused on the EBS in cosmetic advertisements, researchers often analyzed a small number of advertisements chosen for their portrayal of EBS (Thompson & Keith 354). This gave a narrow view of how common EBS is in widely consumed advertisements. Studies also focused on the one advertising component, often the model, accompanying an advertisement rather than analyzing all components at once. This is despite the literature concluding that each advertising component has the potential to portray EBS (Currie 473; Hazell & Clarke 18; Kaur et al. 80). Though prior research has identified several categories of EBS, studies often focused on one (Chen 2). Cosmetic advertisements can portray EBS, but current studies do not focus on the prevalence of EBS in a specific influential magazine, such as *American Vogue (Vogue)*.

Vogue magazine has influenced beauty standards in America since its inception in 1892. A cheap price made it accessible and it soon burgeoned into an influential beauty magazine many women looked to for the latest trends. Even today, over 11 million people purchase the print version of *Vogue* magazine, with millions more tuning in online. The unique influence of *Vogue* magazine makes the advertisements featured in the magazine representative of common beauty standards (Kopnina 369). Cosmetics advertisements have the distinct ability to present unfavorable features as an issue that a product can solve. By analyzing how *Vogue* cosmetic advertisements from 1950-2019 and their respective advertising components portray EBS, we can gain a better understanding of how influential magazines, particularly *Vogue*, potentially promote harmful beauty standards.

METHODOLOGY

Rationale. *Vogue* was chosen because it is a beauty magazine with cultural influence dating back almost a century.¹ Considering the vast number of monthly *Vogue* issues, with each issue containing upwards of one hundred advertisements, one month out of each year between 1950 and 2019 was randomly selected for analysis. The period was selected because the frequency of cosmetic advertisements, along with their influence, arose in the 1950s in the post-WWII economic boom (Moorhouse & Moorhouse 4). This surge of relevance continued until 2020, when the COVID-19 pandemic decreased the output of *Vogue* cosmetic advertisements.

Advertising components are essential tools through which cosmetic advertisers convey their message. This study recognizes three main components: the model, the product, and the product description. The model is the person included in the advertisement, often using the product. The product is the cosmetic being advertised. The product description is any accompanying words that convey direct messages to the consumer.

Cosmetic advertisements attempt to persuade consumers to purchase a product, often topically applied to the face or body, that will provide a temporary enhancement to their physical appearance (Paramita & Lestari 3470). Advertisements showing products such as makeup (foundation, lipstick, mascara, etc.), haircare (shampoo, hair straightening tools, etc.), and skincare (face creams, skin lighteners, etc.) were counted as cosmetic advertisements.

Advertisements found in *Vogue* editions from 1950-2019 were determined to be cosmetic or non-cosmetic. Non-cosmetic advertisements were discarded while cosmetic advertisements were logged into a form with the title of the advertisement and the month and year that the advertisement was published. Though fashion advertisements are presented in *Vogue* magazine,

¹ The entire publication history is accessible online through Proquest Archives as provided by the Brown University Library.

they were not counted as their focus on clothing pieces and fabric eschews the temporary nature of cosmetic advertisements, which are more indicative of societal beauty standards that can overlap with EBS (Paramita & Lestari 3470).

Cosmetic vs. Non-cosmetic Coding Examples.



Cosmetic Advertisement:
Gourielli Lipsticks - published February 15th, 1950.

The advertisement pictured above would be classified as cosmetic because it features a selection of lipsticks, claimed to be in several "glowing" colors which are meant to be applied to the lips to enhance beauty (Gourielli).



Non-cosmetic Advertisement:
Jantzen - published February 15th, 1950.

The above picture would not be counted as a cosmetic advertisement because it advertises a type of undergarment. Though the product description promises to enhance beauty by slimming the body, it is not a temporary enhancement nor is it topically applied. It is not a cosmetic advertisement (Jantzen).

Vogue cosmetic advertisements were then visually analyzed for Eurocentric beauty standards (EBS) portrayed by the model, product, or product description. Occurrences, or a lack thereof, of EBS were logged in a separate form. If a cosmetic advertisement was determined to portray EBS, the category of EBS portrayed was recorded in the form.

EBS assert that features commonly held by the European community are supremely beautiful, and all women should strive for them (Hazell & Clarke 18). When EBS was portrayed or implied in any of the advertising components, it was categorized and recorded. For this content analysis, EBS in *Vogue* cosmetic advertisements was separated into four categories: small facial characteristics, light hair, light skin, and straight hair (Sayogie et al. 334; Hazell & Clarke 18).

EBS Coding Examples

Helena Rubinstein presents the "Silken Look"
New cosmetics blended with pure silk



The only makeup that gives your skin the "Silken Look"—smooth as silk, radiant as silk.

SILK-TONE FOUNDATION
In SILK-TONE liquid foundation Helena Rubinstein blends pure silk so it becomes sheer silkiness on your face. It gives your skin the look and the smooth texture of silk. It imparts sweet, young color and clings for endless hours without retouching. SILK-TONE is beneficial even for dry, delicate skin. It tans, pumps and protects. Hides small defects. Six shades to flatter every complexion, 1.50.

SILKEN LIPSTICK
SILKEN LIPSTICK is the dazzling accent to your "Silken Look." It is a brighter, smoother, richer-colored lipstick because its sensational new formula contains silk. It glazes your mouth the loveliest shade of very young lips. Helena Rubinstein's Silken Lipstick stays color true all day long. Never smears, but keeps a clean curve. 12 variegated tints, each 1.00.

SILK SCREEN POWDER
In this remarkable creation pure silk, atomized, is whisked at hurricane speed into the finest face powder imaginable. Silk and powder become one! The result is a face powder of sublime smoothness that gives already young bloom to your complexion. Helena Rubinstein's Silk Screen Face Powder smooths on like silk, clings like silk, makes your skin glow with silken color. In 10 delicate shades, 1.00, 2.00, 3.50.

© 1950 helena rubinstein, 455 5th avenue, new york 22, n. y.

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Portrays EBS:

Helena Rubinstein Inc. - published June 1st, 1950

This cosmetic advertisement portrays EBS in several components. Looking at the product description under "Silk-Tone Foundation" the advertisement claims to impart a "sweet, young color" to the wearer. The foundation shown is intended for those with pale skin, as evidenced by the fair-skinned model and the light color of the foundation. Foundation is meant to be applied to the face to match one's skin tone. By using a fair model to advertise a fair foundation that professes to give a desirable complexion color, this advertisement implies EBS in the model, product, and product description through the promotion of light skin (Helena Rubinstein).



Pamper yourself!

Let your hairdresser color-style your hair with

Isn't it worth a little extra time and money, to give yourself the best of it? That's what you do when you entrust your hair to a professional colorist working with professional coloring. If you're a do-it-yourself colorist, visit your beauty salon next time. Then look in the mirror!

ROUX

Professional Cosmetics for Lovelier Hair Color

FANCY TONES® gives hair the lasting color. WHITE CHERRY® Hair Color Lotion for permanent color. FANCY FULL® gives hair temporary color. Let your hairdresser advise the type, as well as the color, that best suits your needs.

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Portrays EBS:

Roux - published September 1st, 1967

This cosmetic advertisement depicts cosmetic bleach, which is implied to have lightened the model's hair. Phrases present within the advertisement ("Pamper yourself!" & "...for Lovelier Hair Color") imply that the cosmetic bleach gave the model attractive features: blonde and straight hair. These features, which the advertisement praises as "...the best of it" align with EBS. Therefore, this cosmetic advertisement portrays EBS in the model, product, and product description through the promotion of light hair and straight hair (Roux).

IMAGINE! AN OVERNIGHT LUBRICANT THAT LEAVES NO OILY FILM...NO GREASY FEEL

You - imagine an overnight lotion cream that permits you to look lovely even while you're sleeping is *For you Velvet Texture Lotion* gives you all the benefits of a softer, smoother, more youthful-looking skin - without the sacrifice of an unattractive overnight greasy look - ... disappears so quickly there's nothing to rub off on dusty sheets, nightgowns - or husbands.

Velvet Texture Lotion

Charles of the Ritz

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Does not portray EBS:

Charles of the Ritz - published April 15th, 1950

The cosmetic advertisement, which shows a nighttime facial cream, fails to assert the superiority of features associated with EBS in the product description, model, or product. It promises smooth, youthful skin, but doesn't portray EBS in any of its components (Charles of the Ritz).

Now Estée Lauder helps skin care become skin repair with her **Night Repair** Cellular Recovery Complex. Its exclusive complex of ingredients does what no other treatment can do. It actually helps enhance skin's natural repair process. Use it nightly and wake up to younger-looking skin.

ESTÉE LAUDER
NEW YORK • LONDON • PARIS

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Does not portray EBS:

Night Repair (Estée Lauder, Inc.) - published November 1st, 1987.

This cosmetic advertisement for a repairing skin serum fails to imply in any of its components that features associated with the European community are the pinnacle of beauty. Though the model has fair skin, the language of the advertisement does not assert or imply that the product will enhance the consumer's skin by imbuing fairness so it does not portray EBS (Estee Lauder).

After all of the advertisements were analyzed, conclusions were made on the frequency of EBS portrayed in *Vogue*. A content analysis is the most effective way of analyzing *Vogue* cosmetic advertisements for EBS because it allows visual elements to be quantified with percentages in a conclusive manner.

Methodology Limitations. Analyzing cosmetic advertisements within the one randomly selected monthly issue per year from 1950-2019 may skew the results and limit any conclusions that can be drawn from the data. The small sample size means that the conclusions made may not be entirely accurate. A complete analysis of all cosmetic advertisements in each monthly issue from 1950-2019 would provide a more precise indication of the prevalence of EBS in *Vogue* cosmetic advertisements.

DATA ANALYSIS

Portrays EBS vs. Does not Portray EBS.

Initial Assumption. The initial assumption was that a significant proportion of the cosmetic advertisements analyzed would portray EBS. Given the continuous influence of *Vogue* as an advertiser of beauty trends, it is expected that cosmetic advertisers would produce advertisements that aligned with EBS to appeal to the dominant standard of beauty (Kopnina 369; Sekayi 475). Collected data will be analyzed using a frequency calculation. A higher frequency of advertisements portraying EBS would mean that the beauty standards *Vogue* endorses align with the dominant standard of beauty and may be harmful to those consuming it who do not adhere to EBS (Chin Evans & McConnell 163-164). A higher frequency of

advertisements that do not contain EBS would mean that EBS is not prevalent among *Vogue* cosmetic advertisements.

	Portrays EBS (%)	Does not portray EBS (%)
Decade 1	38.81	61.19
Decade 2	31.85	68.15
Decade 3	27.27	72.73
Decade 4	34.72	65.28
Decade 5	38.56	61.44
Decade 6	43.4	56.6
Decade 7	39.13	60.87

Frequency and Chi Squared. It is apparent that EBS was identified at a lower frequency compared to advertisements that did not portray EBS. The majority of *Vogue* cosmetic advertisements do not utilize EBS to promote products. This contradicts the initial assumption that the majority of cosmetic advertisements within *Vogue* would portray EBS in some component and refutes the claim that *Vogue* cosmetic advertisements would portray EBS due to their influence in the mainstream American beauty sphere (Kopnina 369). Several academic sources analyze the impact of cosmetic advertisements portraying EBS as well as the Eurocentric cosmetic advertisements, and this data trend, which seemingly refutes the prior research, helps add nuance to prior understandings of EBS in cosmetic advertisements. Though cosmetic advertisers do use the dominant standard of beauty to advertise their products, (Paramita & Lestari 3478; Sekayi 475), those dominant beauty standards do not align with EBS the majority of the time.

The data regarding which cosmetic advertisements portrayed EBS vs. which did not was analyzed using a null hypothesis claiming that each decade of *Vogue* will contain an equal amount of cosmetic advertisements portraying EBS and not. A significant p-value (< 0.05)

would reject the null hypothesis, indicating that most of the cosmetic advertisements within the analyzed time period contained EBS in some component while an insignificant p-value (> 0.05) would fail to reject the null hypothesis and indicate that most cosmetic advertisements did not contain EBS.

The chi-squared analysis revealed that the proportion of cosmetic to non-cosmetic advertisements in 4 out of 7 decades was significant (0.00002, $< .00001$, 0.00025, .00466), meaning the null hypothesis should be rejected. This contradicts the initial assumption. A possible explanation for this contradiction arises from the holistic analysis of cosmetic advertisements. This helps expand on the current understanding of how frequently EBS is portrayed as the advertisements were not chosen for analysis due to their portrayal of EBS. This trend also expands on the understanding of how print magazines contribute to the portrayal of EBS to consumers. Even though a minority of advertisements in the influential *Vogue* magazine portray EBS, it still affects women of color's perception of beauty standards (Thompson & Keith 354).

A second trend emerged that somewhat aligns with prior research. Three decades were found to have insignificant p-values, meaning that the higher frequency of advertisements that did not portray EBS could be attributed to random chance. It is possible that if all cosmetic advertisements from all issues within the analyzed decade were evaluated for EBS, a majority of cosmetic advertisements could portray EBS, which would align with the initial assumption.

Change Over Time. As the decades progressed, the percentage of advertisements that portrayed EBS remained lower than the percentage of those that did not. Despite slight variations in

amount, advertisements that did not portray EBS always remained more prevalent than those that did.

Components

Initial Assumption. The initial assumption regarding the portrayal of EBS in advertising components was that EBS would be equally portrayed in all advertising components. Prior research points to there being no preference among cosmetic advertisers (Dootson 123; Kaur et al. 80; Currie 473). Considering the wide variety of cosmetic advertisers included in *Vogue*, if cosmetic advertisers use EBS to promote their product to consumers, they would use different advertising components to do so.

	Portrayed EBS in Model Component (%)	Portrayed EBS in Product Component (%)	Portrayed EBS in Product Description (%)
Decade 1	73.08	65.38	92.31
Decade 2	88.37	88.37	90.7
Decade 3	90	43.33	86.67
Decade 4	98	24	66
Decade 5	96.61	32.2	83.05
Decade 6	100	52.17	69.57
Decade 7	88.89	40.74	66.67

Frequency and Chi Squared. In cosmetic advertisements determined to portray EBS, in 5 out of 7 analyzed decades the model component portrayed EBS the most frequently. This somewhat aligns with previous research on how EBS is portrayed to print magazine consumers (Chin Evans & McConnell 163-164). The observation that EBS is most often portrayed in the model doesn't entirely hold true. Two decades had a higher frequency of EBS portrayed in the product description component rather than the model. This also aligns with prior research on how EBS is

portrayed to consumers as both the model and product component were prominently featured in smaller analyses of EBS cosmetic advertisements (Chin Evans & McConnell 163-164; Charles 163-165).

The advertising components that portrayed EBS will be analyzed using a null hypothesis claiming that the frequency of EBS occurrences will be equally distributed among all components. A significant p-value would reject the null hypothesis, meaning that most cosmetics within the analyzed time period portrayed EBS through one component over another. An insignificant p-value would fail to reject the null hypothesis and mean that there is no statistically significant trend in components portraying EBS.

A chi-squared analysis of the distribution of EBS within the advertising components provides further nuance to the frequency data and subsequent claims. 4 decades had insignificant p-values (0.52205, 0.99299, 0.06249, 0.0943)—the null hypothesis fails to be rejected. This suggests that the distribution of EBS among advertising components within the randomly selected *Vogue* issues is likely up to chance. An explanation for this could arise from the relatively equal persuading power of each cosmetic advertising component as well as the variance in advertisers featured in *Vogue*. These advertisers would want their individual cosmetic product to stand out and, if they used EBS as a method of persuading consumers, they would use a variety of components to portray EBS. The chi-squared analysis refutes the claim that models are the most common method of portraying EBS (Mady et al. 82). It instead suggests that when a cosmetic advertisement was identified to portray EBS, it often did so through all advertising components.

Change Over Time. As the decades of analysis progressed, the product component remained the least frequent component in portraying EBS, experiencing a particularly sharp decline between Decade 2 and Decade 4. The product description began as the most common component portraying EBS in advertisements before, in Decade 3, the model component surpassed it to become the most common. This trend continued until Decade 7.

Category of EBS

Initial Assumption. The initial assumption regarding the type of EBS identified in cosmetic advertisements was that light skin would be most frequently promoted. In the literature that analyzed EBS within small selections of advertisements, the promotion of light skin was frequently identified as the most prevalent category of EBS (Dootson 123; Currie 473; Thompson & Keith 354). Since *Vogue* is influential and endorses the dominant standard of beauty, it can be assumed that any cosmetic advertisements within the magazine would adhere to the trends seen in the literature (Kopnina 369).

	Portrayed EBS - Light Skin (%)	Portrayed EBS - Light Hair (%)	Portrayed EBS - Straight Hair (%)	Portrayed EBS - Small Facial Characteristics (%)
Decade 1	57.69	34.62	11.54	0
Decade 2	69.77	30.23	18.6	2.33
Decade 3	46.67	40	46.67	0
Decade 4	54	28	44	2
Decade 5	55.93	27.12	42.37	0
Decade 6	54.35	23.91	47.83	0
Decade 7	66.67	40.74	51.85	0

Frequency and Chi Squared. Another apparent trend was that cosmetic advertisements most frequently promoted light skin when identified to portray EBS. The trend was consistent

throughout all decades. This aligns with previous research, which often focused on the promotion of light skin as a key method of portraying EBS (Mady et al. 82). The continued higher frequency of the promotion of light skin can be explained by the cultural status of *Vogue*. Given the influence of *Vogue*, the frequency data supports the claim that cosmetic advertisers promote light skin to represent and adhere to the dominant standard of beauty (Kopnina 369; Sekayi 475).

A trend could also be seen in the relative promotion of small facial characteristics as an indicator of EBS. Though prior research had identified the desire to attain smaller features as representative of EBS, within *Vogue* this category was only identified with a mean frequency of 61.86% across seven decades (Chen 2). An explanation of this could arise from the medium of cosmetic advertising, which places more focus on the overall complexion and outward appearance of the skin and facial features rather than the relative size (Dootson 123).

The category of EBS used in cosmetic advertisements will be analyzed using a null hypothesis stating that the frequency of EBS occurrences across the identified categories will be equally distributed. A significant p-value would reject the null hypothesis and indicate that EBS occurs in one category more frequently than another. An insignificant p-value would fail to reject the null hypothesis and indicate that there is no significant trend in the category of EBS used within cosmetic advertisements.

There was a significant p-value (0.0002, < 0.00001, 0.0035, 0.00002, < 0.00001, < 0.00001, .00084) in all decades, meaning the initial null hypothesis should be rejected. The significant p-value shows that if a cosmetic advertisement was identified to portray EBS, it was most often through the promotion of light skin as a superior feature. This solidifies the evidence

within the frequency distribution and supports claims made by prior research about the categories of EBS portrayal and how EBS is portrayed to consumers.

Change Over Time. As the decades progressed, light skin remained the most frequent category of EBS. The promotion of straight hair was the third most frequent category until Decade 3, where it surpassed the promotion of light hair to become the second most frequent category of EBS—a trend that continued until the end of the study. Small facial characteristics were consistently the least common category of EBS, with occurrences only in Decades 2 and 4.

CONCLUSION

Portrays EBS vs. Does not Portray EBS. Frequency calculations revealed that throughout all decades, advertisements containing EBS appeared at a lower frequency than advertisements that did not contain EBS. The null hypothesis rejection supports this, claiming that the prevalence of EBS in *Vogue* cosmetic advertisements is less than that of cosmetic advertisements without EBS. This refutes the initial assumption that *Vogue* would wholly adhere to the dominant standard of beauty by containing advertisements utilizing EBS (Kopnina 369; Sekayi 475). Though the majority of cosmetic advertisements did not contain elements of EBS, a steady proportion of cosmetic advertisements often did, suggesting that *Vogue* permits and endorses cosmetic advertisements that use EBS and somewhat adheres to the dominant standard of beauty. The analysis moderately aligns with prior research claiming that cosmetic advertisements within an influential print magazine would contain EBS, though not to the predicted degree (Kopnina 369; Chin Evans & McConnell 163-164).

Components. Although the chi-squared analysis failed to reject the null hypothesis, which points to EBS being equally portrayed in all components of a cosmetic advertisement, it is important to note that the frequency data shows that in five out of seven decades, the model component was most frequently utilized. This contradicts the initial assumption by suggesting that cosmetic advertisers favor the model component when portraying EBS. Additional literature points to the frequency data holding more weight than the chi-squared analysis. Since models provide a visual representation of a cosmetic product in an advertisement, cosmetic advertisers may gravitate towards that component when creating a persuasive advertisement (Currie 473). However, two out of seven analyzed decades found that EBS appeared more prevalently in the product description component. It is important to note these decades because they somewhat align with the initial assumption and the potential conclusion posed by the chi-squared analysis and suggest that EBS occurrences in cosmetic advertisements are unrelated to the type of advertising component used. Despite this, the frequency data (which likely holds more weight than the statistical analysis alone due to significant alignment with prior research) supports the claim that EBS is most prevalent in the model component of cosmetic advertisements.

Categories. In all decades, cosmetic advertisements portraying EBS most frequently promoted light skin. This suggests that light skin remains an indicator of the presence of EBS and that *Vogue* somewhat adheres to the dominant standard of beauty by featuring advertisements that promote light skin. The conclusion drawn from this data is that though EBS portraying cosmetic advertisements may not be the majority of what a consumer is exposed to when reading *Vogue*, those that do portray EBS still have the potential to lower the self-esteem of women of color who

encounter them (Chin Evans & McConnell 163-164). The chi-squared analysis, which found that the occurrences of the promotion of light skin were statistically significant, supports the claim that cosmetic advertisements that adhere to EBS do so through the promotion of light skin (Thompson & Keith 354). This aligns with the initial assumption that light skin, which the literature identified as indicative of EBS, is the most prevalent category of EBS within *Vogue* cosmetic advertisements.

Implications. Following the conclusions drawn from the data, though a minority of cosmetic advertisements contained EBS, these advertisements are still harmful to women of color. At the very least, 1 in 3 cosmetic advertisements within *Vogue* portray EBS, a proportion that still manages to promote damaging beauty standards that can lower self-esteem and negatively impact the body image of women who do not fit into EBS (Enriquez et al. 8). This specifically impacts women of color as light skin was unanimously the most prevalent category of EBS in cosmetic advertisements. While the responsibility doesn't fall exclusively on *Vogue* to limit their advertisers due to potentially harmful beauty standards, it is important to hold *Vogue* and the cosmetic advertisers they endorse accountable for promoting beauty standards that are harmful to a significant proportion of American society. It is also important for women of color to be aware of how prevalent EBS is in cosmetic advertisements so they can maintain realistic expectations when they are exposed to cosmetic advertisements.

Limitations. These findings only characterize cosmetic advertisements within the randomly selected *Vogue* issues. The limited scope of this analysis restricts the application of the conclusion. That said, the repetition of advertisements observed during data analysis, combined

with the time period aligning with the peak of *Vogue* cosmetic advertisements, means that the conclusions likely apply to all cosmetic advertisements featured within the magazine. The exclusivity and influence of *Vogue* suggest that the conclusions applied to the data are at least somewhat indicative of the prevalence and qualities of EBS in print magazine advertisements as a whole.

Future Directions. Further inquiry into the prevalence and methods of portraying EBS in advertisements is needed. Since the data and findings come from a limited data pool, a broader study further analyzing all *Vogue* cosmetic advertisements rather than a randomly selected group would further contextualize the findings of this study. The literature consistently identified *Vogue* magazine as a whole as indicative of wider beauty standards, owing to the longevity and international presence of the brand. A study analyzing the portrayal of different international *Vogue* iterations (such as *Vogue Italia*) and comparing any portrayals of EBS in their cosmetic advertisements can expand on the prevalence of EBS in foreign beauty spaces. That can provide insight into how *Vogue* as an international organization adheres to EBS or other dominant American beauty standards as well as providing greater consumer awareness to women of color as EBS can affect their mental health regardless of location (Chin Evans & McConnell 163-164). The gap in the literature that led to the analysis of *Vogue* also lends itself to another study analyzing the prevalence of different beauty magazines, such as Allure or Cosmopolitan. This would add additional context to the presence of EBS in the American beauty space because *Vogue* is not the only place where consumers are exposed to cosmetic advertisements. Additional analysis of popular magazines would provide a better understanding of the methods popular American cosmetic advertisers use to portray EBS.

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APPENDIX

American Vogue Cosmetic Advertisements January 1950 - December 1959

	Frequency	Percentage (%)
Portrayed EBS	26	38.81
Did not portray EBS	41	61.19
Total	67	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	19	73.08
Portrayed EBS in Product Component	17	65.38
Portrayed EBS in Product Description	24	92.31
Total - Portrayed EBS	26	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	15	57.69
Portrayed EBS - Light Hair	9	34.62
Portrayed EBS - Straight Hair	3	11.54
Portrayed EBS - Small Facial Characteristics	0	0.00
Total - Portrayed EBS	26	100.00

American Vogue Cosmetic Advertisements January 1960 - December 1969

	Frequency	Percentage (%)
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Portrayed EBS	43	31.85
Did not portray EBS	92	68.15
Total	135	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	38	88.37
Portrayed EBS in Product Component	38	88.37
Portrayed EBS in Product Description	39	90.70
Total - Portrayed EBS	43	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	30	69.77
Portrayed EBS - Light Hair	13	30.23
Portrayed EBS - Straight Hair	8	18.60
Portrayed EBS - Small Facial Characteristics	1	2.33
Total - Portrayed EBS	43	100.00

American Vogue Cosmetic Advertisements January 1970 - December 1979

	Frequency	Percentage (%)
Portrayed EBS	30	27.27
Did not portray EBS	80	72.73
Total	110	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	27	90.00
Portrayed EBS in Product Component	13	43.33
Portrayed EBS in Product Description	26	86.67
Total - Portrayed EBS	30	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	14	46.67
Portrayed EBS - Light Hair	12	40.00
Portrayed EBS - Straight Hair	14	46.67
Portrayed EBS - Small Facial Characteristics	0	0.00
Total - Portrayed EBS	30	100.00

American Vogue Cosmetic Advertisements January 1980 - December 1989

	Frequency	Percentage (%)
Portrayed EBS	50	34.72
Did not portray EBS	94	65.28
Total	144	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model	49	98.00

Component		
Portrayed EBS in Product Component	12	24.00
Portrayed EBS in Product Description	33	66.00
Total - Portrayed EBS	50	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	27	54.00
Portrayed EBS - Light Hair	14	28.00
Portrayed EBS - Straight Hair	22	44.00
Portrayed EBS - Small Facial Characteristics	1	2.00
Total - Portrayed EBS	50	100.00

American Vogue Cosmetic Advertisements January 1990 - December 1999

	Frequency	Percentage (%)
Portrayed EBS	59	38.56
Did not portray EBS	94	61.44
Total	153	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	57	96.61
Portrayed EBS in Product Component	19	32.20

Portrayed EBS in Product Description	49	83.05
Total - Portrayed EBS	59	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	33	55.93
Portrayed EBS - Light Hair	16	27.12
Portrayed EBS - Straight Hair	25	42.37
Portrayed EBS - Small Facial Characteristics	0	0.00
Total - Portrayed EBS	59	100.00

American Vogue Cosmetic Advertisements January 2000 - December 2009

	Frequency	Percentage (%)
Portrayed EBS	46	43.40
Did not portray EBS	60	56.60
Total	106	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	46	100.00
Portrayed EBS in Product Component	24	52.17
Portrayed EBS in Product Description	32	69.57
Total - Portrayed EBS	46	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	25	54.35
Portrayed EBS - Light Hair	11	23.91
Portrayed EBS - Straight Hair	22	47.83
Portrayed EBS - Small Facial Characteristics	0	0.00
Total - Portrayed EBS	46	100.00

American Vogue Cosmetic Advertisements January 2010 - December 2019

	Frequency	Percentage (%)
Portrayed EBS	27	39.13
Did not portray EBS	42	60.87
Total	69	100.00

	Frequency	Percentage (%)
Portrayed EBS in Model Component	24	88.89
Portrayed EBS in Product Component	11	40.74
Portrayed EBS in Product Description	18	66.67
Total - Portrayed EBS	27	100.00

	Frequency	Percentage (%)
Portrayed EBS - Light Skin	18	66.67

Portrayed EBS - Light Hair	11	40.74
Portrayed EBS - Straight Hair	14	51.85
Portrayed EBS - Small Facial Characteristics	0	0.00
Total - Portrayed EBS	27	100.00

American Vogue Cosmetic Advertisements January 1950 - December 1959

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	26	33.5	-7.50	56.25	1.68
Did not portray EBS	41	33.5	7.50	56.25	1.68
					3.358

The Chi² value is 3.358. The p-value is .06687. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	19	20	-1.00	1.00	0.05
Portrayed EBS in Product Component	17	20	-3.00	9.00	0.45
Portrayed EBS in Product Description	24	20	4.00	16.00	0.80
					1.300

The Chi² value is 1.3. The p-value is .52205. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	15	6.75	8.25	68.06	10.08
Portrayed EBS - Light Hair	9	6.75	2.25	5.06	0.75
Portrayed EBS - Straight Hair	3	6.75	-3.75	14.06	2.08
Portrayed EBS - Small Facial Characteristics	0	6.75	-6.75	45.56	6.75
					19.667

The Chi² value is 19.667. The p-value is .0002. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 1960 - December 1969

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	43	67.5	-24.50	600.25	8.89
Did not portray EBS	92	67.5	24.50	600.25	8.89
					17.785

The Chi² value is 17.785. The p-value is .00002. The result is significant at $p < .05$.

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	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	38	38.3	-0.30	0.09	0.00
Portrayed EBS in Product Component	38	38.3	-0.30	0.09	0.00
Portrayed EBS in Product Description	39	38.4	0.60	0.36	0.01

0.014

The Chi² value is 0.014. The p-value is .99299. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	30	13	17.00	289.00	22.23
Portrayed EBS - Light Hair	13	13	0.00	0.00	0.00
Portrayed EBS - Straight Hair	8	13	-5.00	25.00	1.92
Portrayed EBS - Small Facial Characteristics	1	13	-12.00	144.00	11.08

35.231

The Chi² value is 35.231. The p-value is $< .00001$. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 1970 - December 1979

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	30	55	-25.00	625.00	11.36
Did not portray EBS	80	55	25.00	625.00	11.36
					22.727

The Chi² value is 22.727. The p-value is < .00001. The result is significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	27	22	5.00	25.00	1.14
Portrayed EBS in Product Component	13	22	-9.00	81.00	3.68
Portrayed EBS in Product Description	26	22	4.00	16.00	0.73
					5.545

The Chi² value is 5.545. The p-value is .06249. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	14	10	4.00	16.00	1.60
Portrayed EBS - Light Hair	12	10	2.00	4.00	0.40

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Portrayed EBS - Straight Hair	14	10	4.00	16.00	1.60
Portrayed EBS - Small Facial Characteristics	0	10	-10.00	100.00	10.00
					13.600

The Chi² value is 13.6. The p-value is .0035. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 1980 - December 1989

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	50	72	-22.00	484.00	6.72
Did not portray EBS	94	72	22.00	484.00	6.72
					13.444

The Chi² value is 13.444. The p-value is .00025. The result is significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	49	31.4	17.60	309.76	9.86
Portrayed EBS in Product Component	12	31.3	-19.30	372.49	11.90
Portrayed EBS in Product Description	33	31.3	1.70	2.89	0.09
					21.858

The Chi² value is 21.858. The p-value is .00002. The result is significant at $p < .05$.

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	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	27	16	11.00	121.00	7.56
Portrayed EBS - Light Hair	14	16	-2.00	4.00	0.25
Portrayed EBS - Straight Hair	22	16	6.00	36.00	2.25
Portrayed EBS - Small Facial Characteristics	1	16	-15.00	225.00	14.06
					24.125

The Chi² value is 24.125. The p-value is .00002. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 1990 - December 1999

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	59	76.5	-17.50	306.25	4.00
Did not portray EBS	94	76.5	17.50	306.25	4.00
					8.007

The Chi² value is 8.007. The p-value is .00466. The result is significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	57	41.7	15.30	234.09	5.61

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Portrayed EBS in Product Component	19	41.6	-22.60	510.76	12.28
Portrayed EBS in Product Description	49	41.7	7.30	53.29	1.28
					19.169

The Chi² value is 19.169. The p-value is .00007. The result is significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	33	18.5	14.50	210.25	11.36
Portrayed EBS - Light Hair	16	18.5	-2.50	6.25	0.34
Portrayed EBS - Straight Hair	25	18.5	6.50	42.25	2.28
Portrayed EBS - Small Facial Characteristics	0	18.5	-18.50	342.25	18.50
					32.486

The Chi² value is 32.486. The p-value is $< .00001$. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 2000 - December 2009

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	46	53	-7.00	49.00	0.92

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Did not portray EBS	60	53	7.00	49.00	0.92
					1.849

The Chi² value is 1.849. The p-value is .17389. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	46	34	12.00	144.00	4.24
Portrayed EBS in Product Component	24	34	-10.00	100.00	2.94
Portrayed EBS in Product Description	32	34	-2.00	4.00	0.12
					7.294

The Chi² value is 7.294. The p-value is .02607. The result is significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	25	14.5	10.50	110.25	7.60
Portrayed EBS - Light Hair	11	14.5	-3.50	12.25	0.84
Portrayed EBS - Straight Hair	22	14.5	7.50	56.25	3.88
Portrayed EBS - Small Facial	0	14.5	-14.50	210.25	14.50

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Characteristics

26.828

The Chi² value is 26.828. The p-value is < .00001. The result is significant at $p < .05$.

American Vogue Cosmetic Advertisements January 2010 - December 2019

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS	27	34.5	-7.50	56.25	1.63
Did not portray EBS	42	34.5	7.50	56.25	1.63
					3.261

The Chi² value is 3.261. The p-value is .07095. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS in Model Component	24	17.7	6.30	39.69	2.24
Portrayed EBS in Product Component	11	17.6	-6.60	43.56	2.48
Portrayed EBS in Product Description	18	17.7	0.30	0.09	0.01
					4.722

The Chi² value is 4.722. The p-value is .0943. The result is not significant at $p < .05$.

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Portrayed EBS - Light Skin	18	10.75	7.25	52.56	4.89

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					43
Portrayed EBS - Light Hair	11	10.75	0.25	0.06	0.01
Portrayed EBS - Straight Hair	14	10.75	3.25	10.56	0.98
Portrayed EBS - Small Facial Characteristics	0	10.75	-10.75	115.56	10.75
					16.628

The Chi^2 value is 16.628. The p-value is .00084. The result is significant at $p < .05$.

Academic Paper

Note: Student samples are quoted verbatim and may contain spelling and grammatical errors.

Overview

NEW for 2025: The question overviews can be found in the *Chief Reader Report on Student Responses on AP Central*.

Sample: B

Score: 5

This paper earns a score of 5. The topic of inquiry is focused on narrow parameters and explicit connections to relevant and scholarly works as seen on pp. 2-5. For example, p. 5 illustrates that, “A study investigating how EBS are perpetuated in cosmetic advertisements by analyzing a widely read beauty magazine over a long period of time can provide insight into the evolution of how advertisers portray beauty standards, which reflect what advertisers and, by extension, society considers to be beautiful (Kopnina 369; Paramita & Lestari 3478). Since cosmetic advertisements rely on perpetuating beauty standards to sell a product, they are ideal for analysis because their components can visually illustrate EBS. (Paramita and Lestari, 3478).” These narrow parameters are carried through the method and the conclusion. The paper also provides a logical defense of a gap on p. 6: “The unique influence of Vogue magazine makes the advertisements featured in the magazine representative of common beauty standards (Kopnina 369). Cosmetics advertisements have the distinct ability to present unfavorable features as an issue that a product can solve. By analyzing how Vogue cosmetic advertisements from 1950-2019 and their respective advertising components portray EBS, we can gain a better understanding of how influential magazines, particularly Vogue, potentially promote harmful beauty standards.”

Additionally, an example of the alignment of a well detailed, replicable research method is found on p.7 with the defense of utilizing *Vogue*: “Vogue was chosen because it is a beauty magazine with cultural influence dating back almost a century. Considering the vast number of monthly Vogue issues, with each issue containing upwards of one hundred advertisements, one month out of each year between 1950 and 2019 was randomly selected for analysis. The period was selected because the frequency of cosmetic advertisements, along with their influence, arose in the 1950s in the post-WWII economic boom (Moorhouse & Moorhouse 4).”

This paper does not earn a score of 4 because the new understanding is justified and the limitation of the conclusion is presented on p. 20: “Although the chi-squared analysis failed to reject the null hypothesis, which points to EBS being equally portrayed in all components of a cosmetic advertisement, it is important to note that the frequency data shows that in five out of seven decades, the model component was most frequently utilized. This contradicts the initial assumption by suggesting that cosmetic advertisers favor the model component when portraying EBS.” Furthermore, the implications to the community of practice are evidenced on p. 21: “At the very least, 1 in 3 cosmetic advertisements within Vogue portray EBS, a proportion that still manages to promote damaging beauty standards that can lower self-esteem and negatively impact the body image of women who do not fit into EBS (Enriquez et al. 8). This specifically impacts women of color as light skin was unanimously the most prevalent category of EBS in cosmetic advertisements.”